

These Extra Features in VELVA-GLOSS Satin finish



CUTS DOWN LABOR, TIME

The easy-flowing, self-leveling properties of VELVA-GLOSS together with Fay SEAL'R, a new combination sealer and undercoater, reduce the work of application to a minimum. No pre-treating of new plaster is necessary—SEAL'R applied direct, automatically neutralizes the lime action as well as seals and undercoats in one operation.



Used with VELVA-GLOSS, it thoroughly seals all pores, prevents air checks, and insures a uniform, modified-glass finish, unmarred by "hot spots" or brush marks. One coat of SEAL'R plus one coat of VELVA-GLOSS usually completes the job.

HIDES, SPREADS 50% BETTER

The exceptional opacity of VELVA-GLOSS gives it superior hiding power, thus reducing the number of coats usually required. This also insures a "cleaner" point job. A spreading capacity of approximately one-half greater than that of ordinary paints effects a further reduction in the cost per square foot of surface covered with VELVA-GLOSS. This higher-quality product actually saves you money.

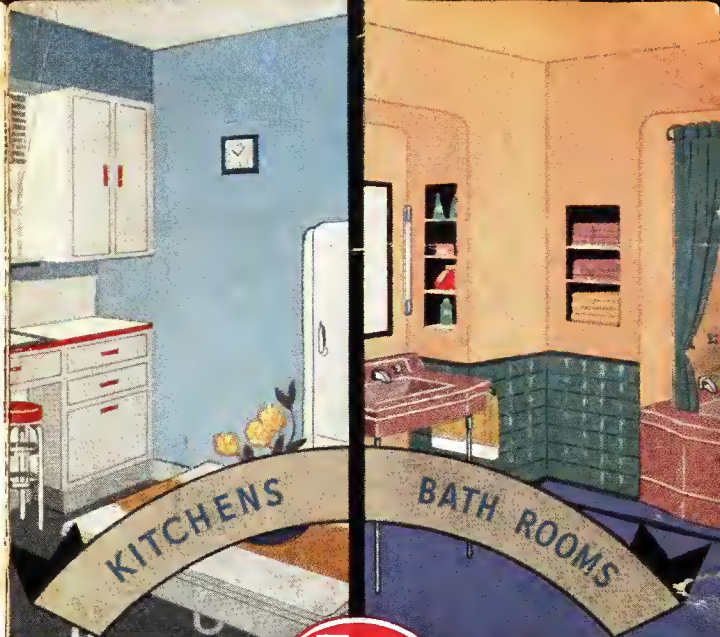


TAKES "HARD KNOCKS"

The amazing washability of VELVA-GLOSS makes it an outstanding finish for surfaces that receive severe wear. Finger prints, pencil marks, ink spots—even iodine and match scratches—are readily washed off Fay VELVA-GLOSS with soap and water. Resists hard knocks, steam, grease. Washes spotless as often as desired.

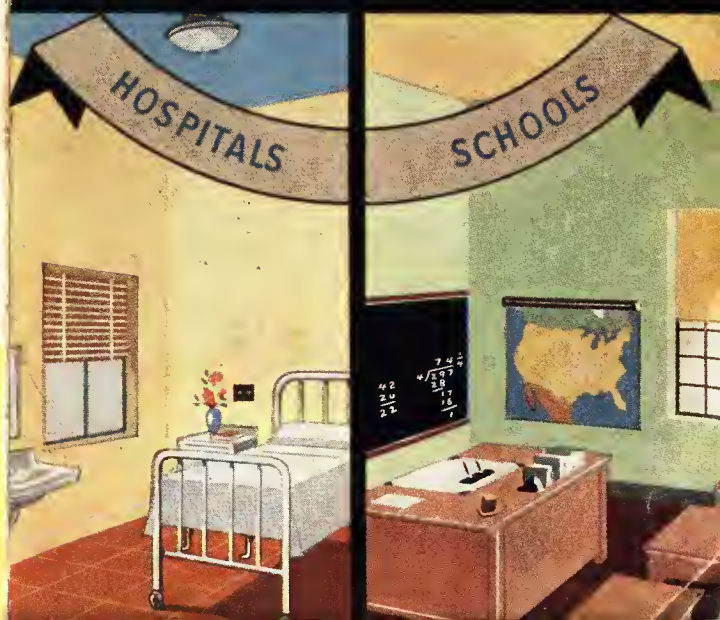


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VELVA-GLOSS
TRADE MARK
SATIN-GLOSS FINISH

for
INTERIOR DECORATING
Washable...Durable





VELVA-GLOSS

TRADE MARK

SATIN-GLOSS FINISH

For Walls and Woodwork

FRESH walls and woodwork, smoothly beautiful and clean, can be yours permanently—in kitchen, bath room, nursery—with Foy VELVA-GLOSS. Easily washable, this rich, modified-glass finish defies dirt. Finger prints, pencil marks, ink spots, grease—even match scratches and iodine!—are readily removed from its tile-like surface with soap and water.

In school rooms, too—also libraries, offices, hotels, hospitals, gymnasiums, theatres, etc.—the beauty and serviceability of VELVA-GLOSS make it the ideal decoration. Its attractive finish adds distinction to any interior.

Foy VELVA-GLOSS is a full-bodied oil paint. It flows on easily without brush marks or laps, and dries with a hard yet elastic finish of amazing durability. Used and recommended by well-known painters and decorators. It has excellent hiding and covering qualities. For decorating plaster (smooth or rough), composition or fibre board, burlap, concrete or brick, metal ceilings and radiators as well as woodwork, etc.

COVERAGE: One gallon of VELVA-GLOSS easily covers 600 square feet—often 700 square feet, or more—one coat; 350 to 400 square feet, two coats.

The Foy Paint Company, INC.
Mfrs. of Paint, Varnish and Lacquer
CINCINNATI 12, OHIO

Ask to see the 120 colors available
in this product



PALE IVORY 519
Light Reflectance 80.1%



AURORA GREEN 546
Light reflectance 57.2%



PALE GRAY 515
Light reflectance 59%



CREAM GLO 522
Light reflectance 67.8%



AZURE BLUE 535
Light reflectance 54.1%



LIGHT BUFF 525
Light reflectance 65%

ALSO MADE IN WHITE 502—(85.1%)
Available in Gallons, Quarts and *Pints



VELVA-GLOSS

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Ask to see the 120 colors available
in this product

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The Foy Paint Company

Mfrs. of Paint, Varnish and Lacquer
CINCINNATI 12, OHIO

GREEN 546
57.2%

LO 522
67.8%

OFF 525
65%

ALSO MADE IN WHITE 502—(85.1%)
Available in Gallons, Quarts and *Pints

*Pints furnished in White only